

Missouri Division of Tourism

ANNUAL REPORT FY15



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LETTERS FROM THE GOVERNOR AND THE DIRECTOR



Friends—

Once again, Missouri's rich cultural attractions, pristine outdoor resources and breathtaking scenery made the Show-Me State a prime destination for millions of visitors from every corner of the globe.

Tourism plays a prominent and growing role in our state's economy. Missouri welcomed a record 40 million visitors in Fiscal Year 2015. Those visitors generated more than \$12.4 billion in tourism-related spending and more than \$524 million in state revenue. Meanwhile, the tourism industry helped support more than 297,000 jobs for hard-working Missourians.

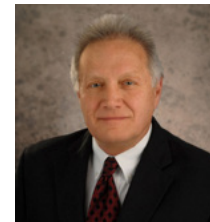
A big part of this success is due to the outstanding efforts of the Missouri Division of Tourism, tourism-related organizations and businesses, and the individuals who work in the industry

I appreciate their work and offer my support to this vital industry as we continue to move Missouri forward and enhance our ability to attract visitors from around the world.

Sincerely,

A handwritten signature in black ink, reading "Jeremiah W. (Jay) Nixon".

Jeremiah W. (Jay) Nixon
Governor



As the official marketing organization charged with promoting Missouri as a travel destination, the Missouri Division of Tourism plans and implements a wide variety of marketing, sales and communications initiatives in order to maximize the economic impact of travel to the Show-Me State. Our travel promotion programs spur interest in visiting our state among potential travelers, generating more visitors who spend more at local attractions, hotels, restaurants, retail stores and other businesses. This greater travel spending supports local jobs and generates additional tax revenue for Missouri's state and local governments.

While we work to increase domestic and international travel from established and emerging markets, there are many challenges ... and opportunities. We know that Missouri's variety continues to inspire and surprise visitors. Since its launch in 2013, our brand has continued to connect with those qualities. As we invite people to Enjoy the Show, we're encouraging them to experience the variety – or the show – that is the entire Show-Me State, while focusing on meeting their personal interests and vacation goals. In FY15, we created and executed a strong, diversified paid media campaign in 24 out-of-state markets, a public relations/social strategy focusing on enhancing our brand image, and robust cooperative marketing programs with more than 40 statewide, regional and national destination marketing organizations. As a result of these initiatives and the efforts of our strategic partners, Missouri enjoyed a record number of visitors, tourism expenditures and tax revenues in FY15.

Going forward, our goal is to maintain and to grow an effective, research-based and competitively-funded marketing program that provides consistent resources to the state tourism economy. With the bipartisan leadership and support of the Missouri Tourism Commission, we will continue to aggressively pursue opportunities to showcase Missouri and foster successful partnerships as we enter a new travel season.

A handwritten signature in blue ink, reading "Dan Lennon".

Dan Lennon
Director

TOURISM WORKS FOR MISSOURI

The Missouri travel industry is a leading export-oriented industry.

Make no mistake. The market for travelers is every bit as competitive as the beverage business or the market for new cars.

Missouri travel promotion efforts are led by the Missouri Division of Tourism and aimed at showcasing our diverse variety of tourism assets.

We are a research-based organization with the ultimate goal to grow market share by drawing more visitors – and the spending and tax revenue they generate – to and within Missouri. Visitor spending generates sales in lodging, food services, recreation, amusement parks, airlines, car rental companies, gas stations and retail businesses – the “travel industry.” These sales support jobs for Missouri residents and contribute tax revenue to local and state governments. Travel is especially important in the non-metropolitan areas of the state, where manufacturing and services are less prevalent.

In contrast to an industrial facility or a construction site that is readily identifiable, the travel industry has a much broader footprint in Missouri because it is composed of a diverse group of businesses found in every county in the state. The money visitors spend while in Missouri produces business receipts for these businesses, which in turn employ Missouri residents and pay their salaries.

State and local government agencies benefit from travel, too. The state government collects taxes on the gross receipts of businesses operating in the state as well as sales and use taxes levied on the sale of goods and services to travelers. Local governments also collect sales and use taxes generated from traveler purchases.

The evidence is clear: Wise investments in effective travel and tourism promotion feed a virtuous cycle of economic benefits.

MARKETING BUDGET BY PROGRAM

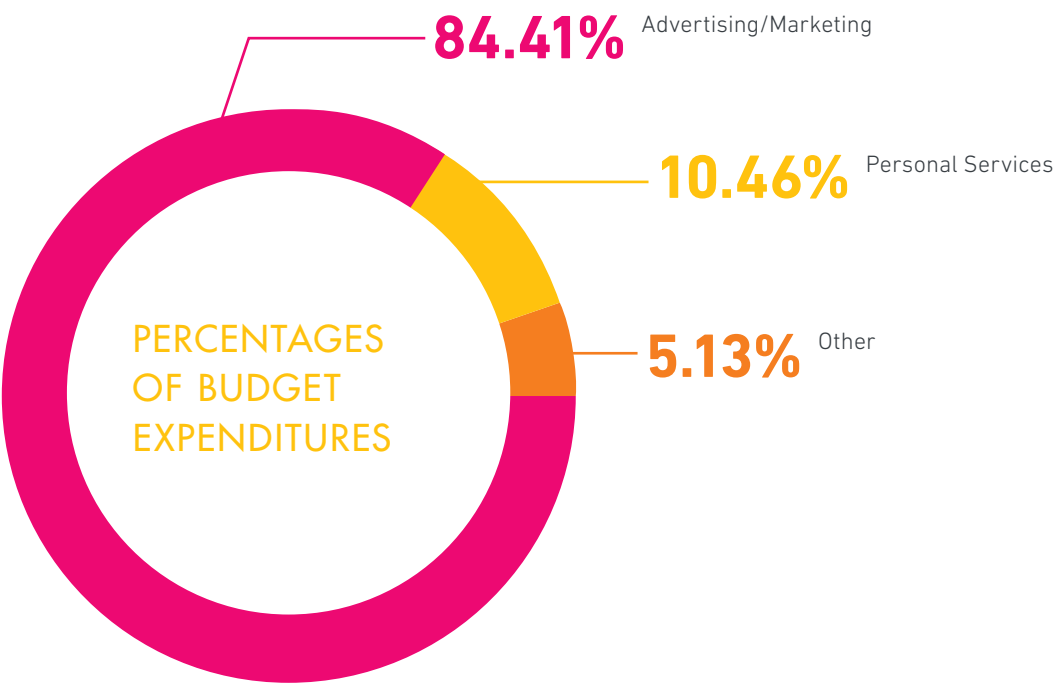
PROGRAM	TOTAL EXPENDITURES	PERCENT OF TOTAL
General Domestic Marketing	\$12,414,307	61.85%
Cooperative Marketing	\$3,748,546	18.68%
Welcome Centers	\$1,158,137	5.77%
Public Relations	\$629,527	3.14%
Research	\$628,046	3.13%
Fulfillment	\$497,150	2.48%
Digital Technology	\$402,492	2.00%
International	\$325,054	1.62%
Tour and Travel	\$267,300	1.33%
TOTAL	\$20,070,559	100%

Source: Missouri Division of Tourism FY15 Expenditure Figures and MDT Agency Expenditure Report Master Budget FY15

17 TOURISM-RELATED SIC CODES (STANDARD INDUSTRY CLASSIFICATION)

	SIC CODE	CODE TITLE	FY15 EXPENDITURES*
1	5811	Eating Places Only	\$4,135,676,422
2	5812	Eating and Drinking Places	\$5,156,349,034
3	5813	Drinking Places - Alcohol Beverage Only	\$392,039,276
4	7010	Hotel, Motel and Tourist Courts	\$1,573,461,698
5	7020	Rooming and Boarding Houses	\$3,188,978
6	7030	Camps and Trailer Parks	\$52,955,415
7	7033	Trailer Parks and Campsites	\$13,019,225
8	7041	Organization Hotel and Lodging Houses	\$72,453,828
9	7920	Producers, Orchestras, Entertainers	\$41,278,344
10	7940	Commercial Sports	\$401,892,737
11	7990	Misc. Amusement and Recreational	\$69,325,902
12	7991	Boat and Canoe Rentals	\$40,706,023
13	7992	Public Golf Courses and Swimming Pools	\$74,085,133
14	7996	Amusement Parks	\$122,110,995
15	7998	Tourist Attractions	\$104,426,877
16	7999	Amusement NEC (not elsewhere classified)	\$159,965,870
17	8420	Botanical and Zoological Gardens	\$755,218
	TOTAL		\$12,413,690,975

*2015 expenditure figures are a preliminary run. The Department of Revenue will not have final figures until September 2016 .
Source: Missouri Department of Revenue



Source: Missouri Division of Tourism FY15 Expenditure Figures

THE MISSOURI TOURISM STORY

The Missouri Tourism Commission champions the sound development of Missouri's travel and tourism industry by overseeing the Missouri Division of Tourism (MDT). Created in 1967 by the 74th General Assembly, MDT is the administrative arm of the Tourism Commission.

The Division of Tourism's budget is computed following legislation passed in 1993, commonly referred to as House Bill 188. This legislation was revised and the sunset extended in 1998, 2007, and 2013. The premise of the funding formula is simple: the tourism industry is one of our state's top industries; as such, the tourism industry generates significant sales tax revenues. The Division of Tourism's budget is determined by comparing growth of these sales-tax-generating revenues, produced by the industry (from the 17 SIC Codes shown on page 4), with the general revenue fund of the state of Missouri. If the industry grows, the Division's budget is increased; if it does not grow, the budget is not increased.

This nationally recognized funding formula was established to provide reliable funding for MDT, allowing the Division to be competitive with other states in promoting tourism.

COMMISSION MEMBERS

(at time of printing)

Among other duties, the Commission:

- Recommends programs to promote the state as a top-of-mind travel and tourism destination.
- Employs a director qualified by education, experience in public administration and the use of communication and advertising media.
- Promotes the exchange of travel and tourism ideas and information among state and local agencies, chambers of commerce, convention and visitors bureaus, tourism entities, travel-related organizations and individuals.

SCOTT HOVIS
Chairman, Jefferson City

BRENDA TINNEN
Vice Chairman, Kansas City

LT. GOVERNOR PETER KINDER
Cape Girardeau

SEN. DAVID SATER
Cassville

SEN. GINA WALSH
St. Louis

REP. MICHELE KRATKY
St. Louis

REP. DON PHILLIPS
Kimberling City

JOHN JOSLYN
Branson

BENNETT KELLER
St. Louis

ERIC RHONE
St. Louis

MISSOURI'S TOP TOURISM NUMBERS

40.4 million	Total number of visitors to Missouri during FY15
\$15.9 billion	Total economic impact of the FY15 Missouri tourism industry
297,129	Number of Missourians directly employed by tourism businesses in FY15
\$4.09	State tax revenue received by Missouri for every dollar invested in MDT's 2015 budget
\$91	Visitor expenditures in Missouri businesses for every dollar invested in MDT's 2015 budget
557,700	Travelers visiting Official Missouri Welcome Centers in 2015
\$280	Amount spent per person/ per trip by FY15 domestic overnight visitors
2.3 million	Total visits to VisitMO.com in FY15

Sources: TNS, Tourism Economics, SMARI, MDT and Facebook Analytics

TOURISM EXPENDITURES AND EMPLOYMENT BY REGION

NORTHEAST REGION

COUNTY NAME	FY15 TOTAL EXPENDITURES IN 17 TOURISM-RELATED SIC CODES*	FY15 TOURISM-RELATED EMPLOYMENT*
ADAIR COUNTY	\$31,207,073	1,352
AUDRAIN COUNTY	\$19,066,218	543
CLARK COUNTY	\$3,486,323	123
FRANKLIN COUNTY	\$133,952,818	3,726
GASCONADE COUNTY	\$19,931,178	525
JEFFERSON COUNTY	\$237,207,710	6,284
KNOX COUNTY	\$924,703	66
LEWIS COUNTY	\$3,701,661	179
LINCOLN COUNTY	\$41,602,690	1,068
MACON COUNTY	\$17,582,671	493
MARION COUNTY	\$50,663,233	1,517
MONROE COUNTY	\$4,355,045	146
MONTGOMERY COUNTY	\$7,239,996	216
PIKE COUNTY	\$14,811,162	456
RALLS COUNTY	\$5,737,375	145
RANDOLPH COUNTY	\$23,897,518	765
SCHUYLER COUNTY	\$1,159,470	18
SCOTLAND COUNTY	\$2,596,261	68
SHELBY COUNTY	\$1,769,631	103
ST CHARLES COUNTY	\$723,213,706	20,226
ST LOUIS CITY	\$1,401,944,208	27,233
ST LOUIS COUNTY	\$2,521,067,764	61,187
WARREN COUNTY	\$31,787,109	787
TOTAL NORTHEAST REGION	\$5,298,905,523	127,226

NORTHWEST REGION

COUNTY NAME	FY15 TOTAL EXPENDITURES IN 17 TOURISM-RELATED SIC CODES*	FY15 TOURISM-RELATED EMPLOYMENT*
ANDREW COUNTY	\$9,798,399	219
ATCHISON COUNTY	\$9,011,142	213
BUCHANAN COUNTY	\$175,198,964	4,571
CALDWELL COUNTY	\$1,655,653	47
CARROLL COUNTY	\$6,429,650	211
CASS COUNTY	\$113,765,531	3,214
CHARITON COUNTY	\$2,723,012	92
CLAY COUNTY	\$435,020,322	11,999
CLINTON COUNTY	\$9,855,429	262
DAVIESS COUNTY	\$5,036,083	104
DEKALB COUNTY	\$14,330,453	332
GENTRY COUNTY	\$2,706,763	108
GRUNDY COUNTY	\$9,018,941	259
HARRISON COUNTY	\$12,709,948	267
HOLT COUNTY	\$6,201,100	121
HOWARD COUNTY	\$4,924,967	153
JACKSON COUNTY	\$2,049,213,389	40,157
LAFAYETTE COUNTY	\$27,481,698	752
LINN COUNTY	\$9,785,240	286
LIVINGSTON COUNTY	\$19,539,297	477
MERCER COUNTY	\$1,705,163	30
NODAWAY COUNTY	\$26,025,223	998
PLATTE COUNTY	\$293,191,918	5,754
PUTNAM COUNTY	\$1,992,485	24
RAY COUNTY	\$12,968,983	409
SALINE COUNTY	\$21,379,716	763
SULLIVAN COUNTY	\$1,815,083	19
WORTH COUNTY	\$462,636	15
TOTAL NORTHWEST REGION	\$3,283,947,188	71,856

CENTRAL REGION

COUNTY NAME	FY15 TOTAL EXPENDITURES IN 17 TOURISM-RELATED SIC CODES*	FY15 TOURISM-RELATED EMPLOYMENT*
BENTON COUNTY	\$15,667,307	402
BOONE COUNTY	\$395,907,381	11,404
CALLAWAY COUNTY	\$39,141,574	1,345
CAMDEN COUNTY	\$152,568,935	3,886
COLE COUNTY	\$141,142,526	3,869
COOPER COUNTY	\$16,567,570	882
DALLAS COUNTY	\$12,557,614	389
HENRY COUNTY	\$32,082,350	817
HICKORY COUNTY	\$5,756,448	177
JOHNSON COUNTY	\$58,341,440	2,065
LACLEDE COUNTY	\$52,229,119	1,090
MARIES COUNTY	\$3,161,212	59
MILLER COUNTY	\$32,803,275	695
MONITEAU COUNTY	\$8,381,712	248
MORGAN COUNTY	\$21,278,334	505
OSAGE COUNTY	\$5,664,917	179
PETTIS COUNTY	\$64,181,474	1,676
PULASKI COUNTY	\$70,245,199	2,537
ST CLAIR COUNTY	\$4,523,605	83
TOTAL CENTRAL REGION	\$1,132,201,992	32,308

SOUTHEAST REGION

COUNTY NAME	FY15 TOTAL EXPENDITURES IN 17 TOURISM-RELATED SIC CODES*	FY15 TOURISM-RELATED EMPLOYMENT*
BOLLINGER COUNTY	\$4,628,268	95
BUTLER COUNTY	\$75,679,928	1,796
CAPE GIRARDEAU COUNTY	\$175,736,899	4,294
CARTER COUNTY	\$8,047,274	189
CRAWFORD COUNTY	\$28,614,911	606
DENT COUNTY	\$13,398,593	370
DUNKLIN COUNTY	\$30,768,212	699
HOWELL COUNTY	\$54,867,886	1,273
IRON COUNTY	\$4,727,268	186
MADISON COUNTY	\$8,324,910	284
MISSISSIPPI COUNTY	\$10,540,006	273
NEW MADRID COUNTY	\$26,918,973	434
OREGON COUNTY	\$5,663,288	191
PEMISCOT COUNTY	\$12,690,132	298
PERRY COUNTY	\$23,380,237	558
PHELPS COUNTY	\$78,404,446	2,200
REYNOLDS COUNTY	\$4,121,095	118
RIPLEY COUNTY	\$8,354,595	219
SCOTT COUNTY	\$46,628,678	1,322
SHANNON COUNTY	\$4,154,456	111
ST FRANCOIS COUNTY	\$91,812,781	2,206
STE GENEVIEVE COUNTY	\$15,686,279	493
STODDARD COUNTY	\$26,779,467	627
TEXAS COUNTY	\$15,063,324	381
WASHINGTON COUNTY	\$11,941,673	295
WAYNE COUNTY	\$7,748,784	218
TOTAL SOUTHEAST REGION	\$794,682,363	19,736

SOUTHWEST REGION

COUNTY NAME	FY15 TOTAL EXPENDITURES IN 17 TOURISM-RELATED SIC CODES*	FY15 TOURISM-RELATED EMPLOYMENT*
BARRY COUNTY	\$39,176,300	965
BARTON COUNTY	\$9,675,810	458
BATES COUNTY	\$16,026,706	317
CEDAR COUNTY	\$10,039,349	347
CHRISTIAN COUNTY	\$76,857,696	2,106
DADE COUNTY	\$3,037,935	79
DOUGLAS COUNTY	\$7,735,944	183
GREENE COUNTY	\$669,547,998	17,561
JASPER COUNTY	\$200,672,356	5,072
LAWRENCE COUNTY	\$25,358,909	771
MCDONALD COUNTY	\$12,414,907	321
NEWTON COUNTY	\$94,575,933	2,101
OZARK COUNTY	\$9,433,877	254
POLK COUNTY	\$26,070,935	534
STONE COUNTY	\$164,078,184	1,043
TANEY COUNTY	\$480,731,426	12,442
VERNON COUNTY	\$18,384,749	522
WEBSTER COUNTY	\$28,209,434	589
WRIGHT COUNTY	\$11,925,461	338
TOTAL SOUTHWEST REGION	\$1,903,953,909	46,003

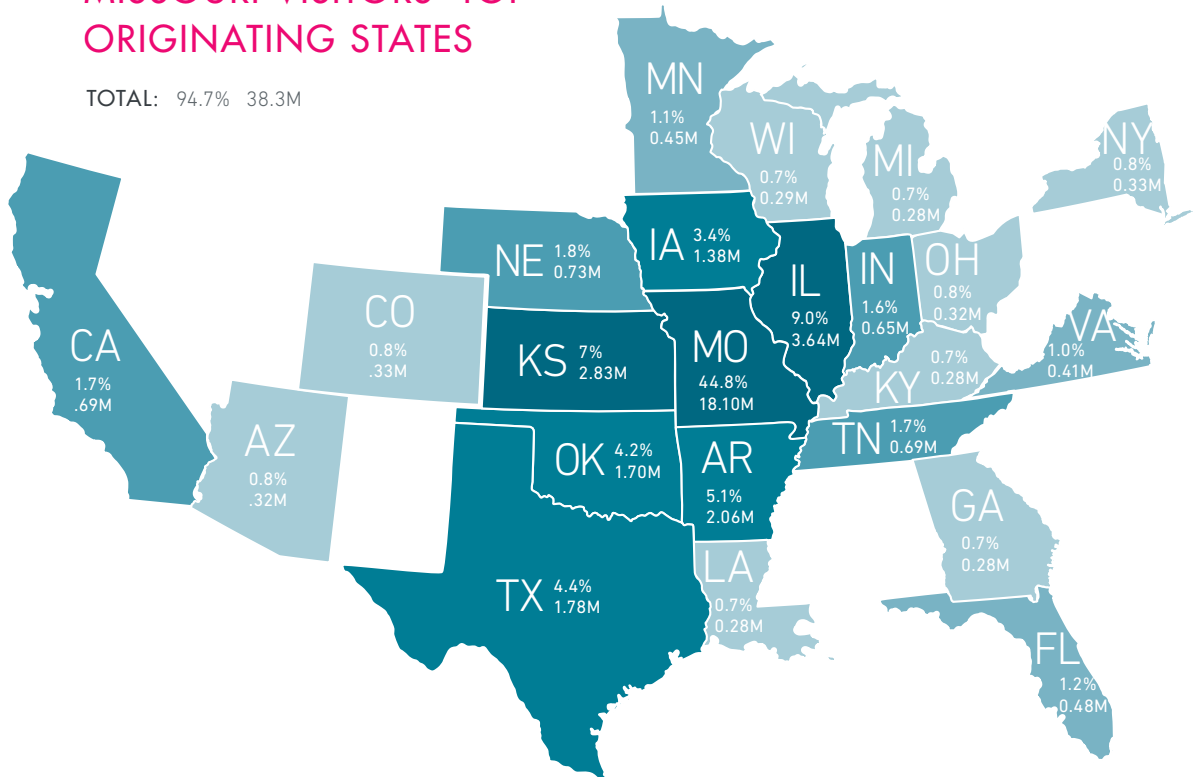
ENTIRE STATE OF MISSOURI

FY15 TOTAL EXPENDITURES IN 17 TOURISM-RELATED SIC CODES*	FY15 TOURISM-RELATED EMPLOYMENT*
\$12,413,690,975	297,129

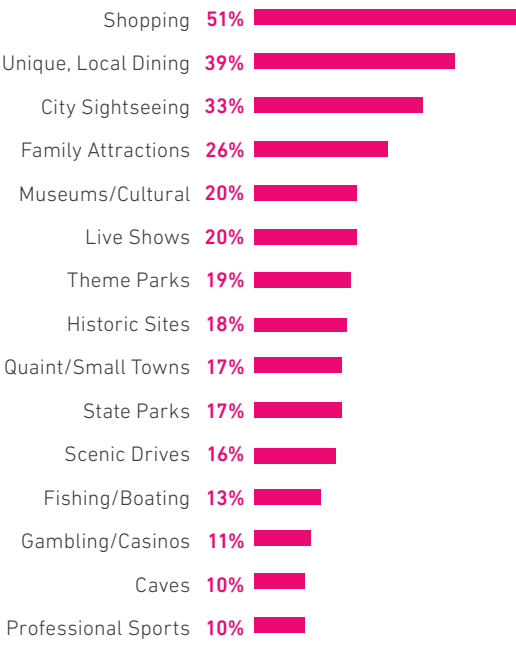
*2015 expenditure figures are a preliminary run. The Department of Revenue will not have the final figures until September 2016.
Source: Missouri Departments of Revenue and Labor and Industrial Relations

MISSOURI VISITORS' TOP ORIGINATING STATES

TOTAL: 94.7% 38.3M

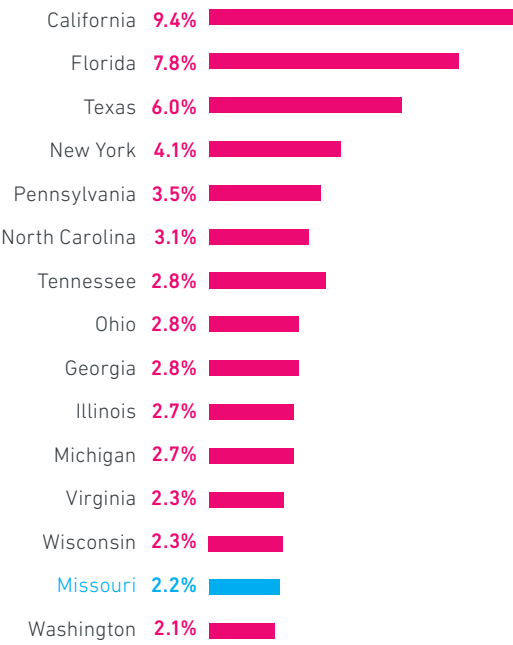


ACTIVITIES WHILE IN MISSOURI



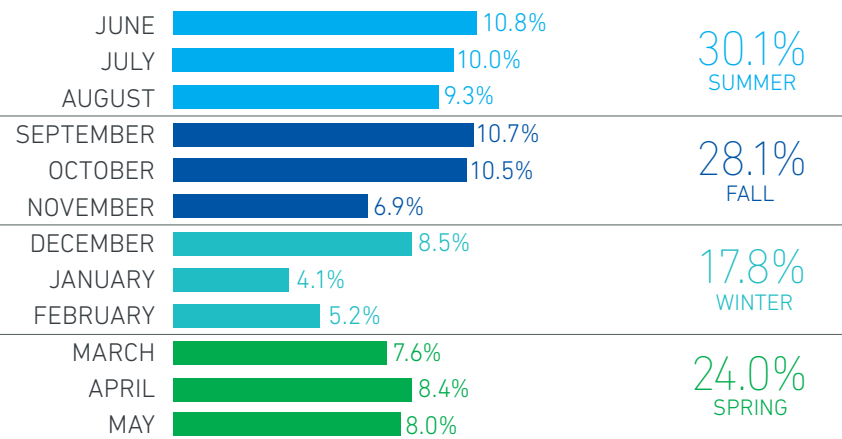
Visitors may fall in one or more category.
Includes only target markets.

MOST-VISITED STATES



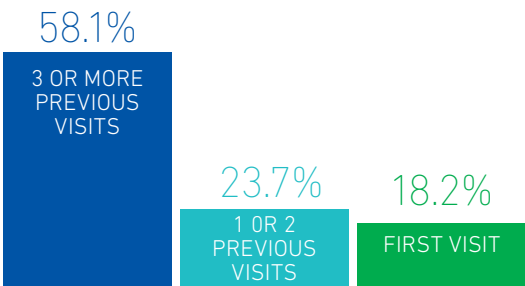
All Others: 43.2%

MISSOURI VISITORS BY MONTH



Tourism Economics reports seasons as listed above. MDT's season classifications may vary.

REPEAT VISITORS TO MISSOURI



ANNUAL SALES TAX AND EXPENDITURES

YEAR	SALES TAX ON THE 17 SIC CODE SALES*	TOTAL SALES/EXPENDITURES ON THE 17 SIC CODES**
2000	\$316,216,376	\$7,484,411,263
2001	\$317,020,546	\$7,503,444,879
2002	\$323,658,919	\$7,660,566,136
2003	\$327,971,491	\$7,762,638,843
2004	\$346,083,562	\$8,191,326,903
2005	\$362,368,106	\$8,576,759,915
2006	\$384,172,163	\$9,092,832,259
2007	\$405,672,398	\$9,601,713,554
2008	\$430,119,528	\$10,180,343,850
2009	\$427,442,598	\$10,116,984,559
2010	\$421,325,726	\$9,972,206,539
2011	\$434,295,795	\$10,279,190,421
2012	\$462,980,057	\$10,958,107,849
2013	\$469,526,963	\$11,113,064,212
2014	\$492,789,043	\$11,663,645,980
2015**	\$524,478,444	\$12,413,690,975

*Sales tax rate = 4.225%

** 2015 expenditure figures are a preliminary run. The Department of Revenue will not have the final figures until September 2016. Source: Missouri Department of Revenue

Sources: TNS, Tourism Economics, SMARI

DOMESTIC MARKETING SUMMARY

ENJOY THE SHOW CAMPAIGN

Introduced in 2013, the Enjoy the Show campaign continued to expand to new markets in fiscal year 2015. Built around five main activity categories, the Enjoy the Show campaign positions Missouri as an unexpected travel destination with an unparalleled variety of tourism opportunities. The campaign is designed to inspire travelers to experience all the state has to offer across the Family Fun, Outdoor Recreation, Arts & Culture, Nightlife & Entertainment and Sports & Gaming activities.

The integrated creative campaign included television spots, print ads, outdoor billboards, online advertising and social media advertising. In addition to utilizing creative developed for the brand launch, new print ads, digital banner ads and social media advertising were developed in FY15 to extend the Enjoy the Show campaign.

FY15 saw the introduction of new advertising opportunities including online native advertising promoting blog content, regional sports partnerships, advertising with the newly launched SEC Network and cinema advertising in conjunction with the release of "Gone Girl" filmed in Cape Girardeau, Missouri. As FY15 concluded, the stage was also being set for a new fall tourism campaign launching in early FY16 and promoting the state as a premier fall travel destination.



MEDIA

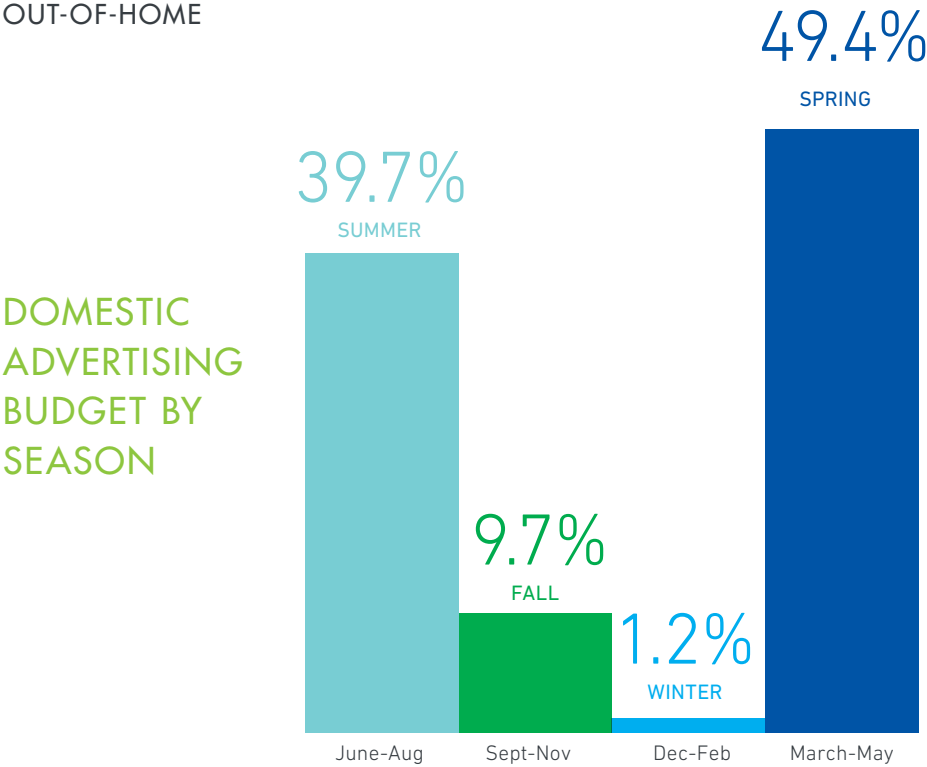
The FY15 advertising media plan was designed to keep Missouri top of mind as a destination in priority markets and drive the target audience to VisitMO.com. A budget increase allowed expansion into seven new markets where the media plan allowed Missouri to enter the market as a “top three” share-of-spending player. More specifically, the goals were to maintain a top three share-of-spending position in each of MDT’s priority and base markets, and deliver overall advertising awareness levels of more than 70 percent.

Increases in the advertising budget from FY14 were used to fund expansion markets, sports partnerships (including advertising on the newly launched SEC Network), in cinema and increased TV weight levels in priority markets.

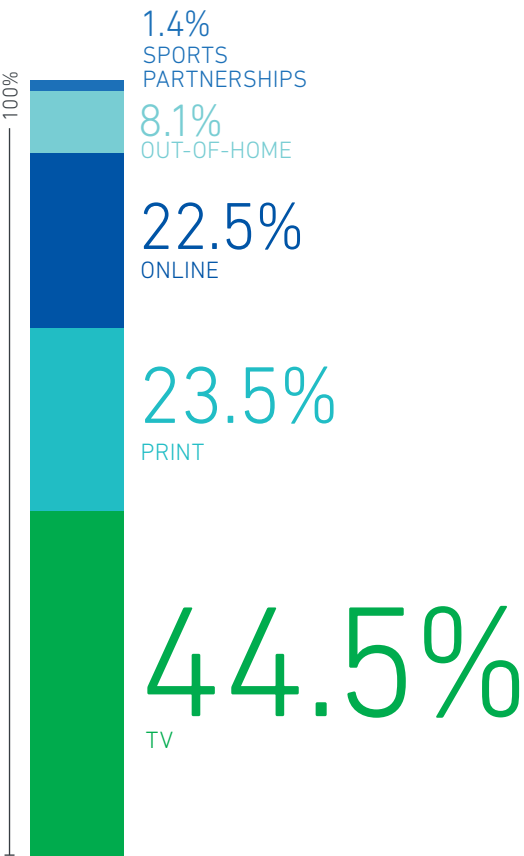
A multi-media approach was used to promote Missouri tourism and reach the target throughout the day:

- TELEVISION
- MAGAZINES
- ONLINE BANNER ADS
- ONLINE VIDEO ADS
- PAID SOCIAL MEDIA VIA FACEBOOK & TWITTER
- LEAD GENERATION
- SEARCH
- OUT-OF-HOME

Target Audience:
Female travel decision-makers
Ages 25-54



DOMESTIC MARKETING INVESTMENT BY MEDIUM



MEDIA MARKETS

The FY15 out-of-state markets were divided into four categories: priority, base, expansion and spill.

Priority markets:

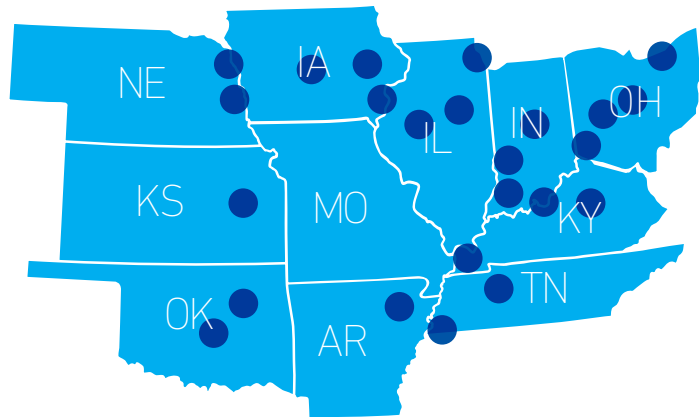
Chicago, Louisville, Memphis

Base markets:

Cedar Rapids, Springfield, Des Moines, Evansville, Jonesboro, Oklahoma City, Omaha, Paducah, Peoria, Quad Cities, Sioux City, Terre Haute, Topeka, Tulsa

Expansion markets:

Cincinnati, Cleveland, Columbus, Dayton, Indianapolis, Lexington, Nashville



Spill markets:

Bowling Green, Chattanooga, Columbia/Jefferson City, Dallas/Ft. Worth, Ft. Smith, Ft. Wayne, Jackson, Lafayette, Pittsburg, Kansas City, Knoxville, Lima, Lincoln, Little Rock, Madison, Milwaukee, Minneapolis, Ottumwa, Quincy, Rockford, South Bend, St. Joseph, Springfield, St. Louis, Toledo, Tri-Cities, Wichita, Youngstown, Zanesville

EMAIL MARKETING

Email marketing continued to be a strong platform for the Missouri Division of Tourism in FY15. The campaign established communication with potential travelers as well as built and maintained ongoing relationships with consumers who had previously traveled or expressed interest in traveling to Missouri. Marketing objectives were to:

- Motivate increased travel to Missouri and improve state tourism revenues by showcasing beautiful, compelling images and exciting creative.
- Promote the wide variety of travel activities in the state.
- Deliver relevant messaging, as well as tailored content and trip-planning resources, to potential and current travelers based on their areas of interest.
- Drive traffic to the Division's website, blog and social media platforms as well as to those of tourism partners.

The cornerstone of this Customer Relationship Program included bi-weekly emails. Each email was developed with a focus on seasonal events and attractions, and included content created around appropriate travel themes and interests. Each of these emails targeted a specific audience within the Division's consumer database, selected based on geographic location, travel interest and activity, and previous interaction with our email campaign.

Twenty-seven emails were distributed during FY15, delivering more than 2 million impressions. Of those recipients' emails, an average of 16.3 percent viewed the email. Click-to-open rates were above industry average with 17 percent of those who viewed an email clicking through to the website.

The Division, in conjunction with Madden Media, continued to offer banner-advertising opportunities within each email in FY15. Industry partners were offered two options, including a 'featured destination' space or banner ad spot, to highlight their destination or attraction.



COOPERATIVE MEDIA EXCHANGE

The Media Exchange program was first implemented in FY10 and remained a vital part of MDT's co-op plans in FY15. MDT's co-op leadership team continued to work in close partnership with DMOs throughout the state to maintain the program.

The Media Exchange leverages the state in its entirety at every media level possible. The monetary investment made to promote Missouri is viewed as one budget, which provides additional revenue for the state.

Partners shared their media plans with the state so that all plans could be compiled into one master flowchart. This comprehensive flowchart showcased the efforts of all participating partners to increase awareness of the state.

The information was then shared with the participating DMOs. Looking at the overall efforts made by all partners allowed us to avoid oversaturation in a market and reduced competition among DMOs. When opportunities for enhancement were found, revisions to existing plans were made.

Compiling this information allowed greater negotiating power on behalf of the state of Missouri and its DMO partners. In the print medium, MDT continued to use the combined volume and frequency of participating partners to develop state rates, so all DMO partners could take advantage of discounted rates.



LEAD GENERATION

Lead generation continued to be a key component of the Missouri Division of Tourism's media plan to drive both distribution of the Official Travel Guide and to increase the size of the state's email marketing database. In 2015, MDT joined with three different lead generation partners, collecting 33,858 leads.

Registrants also provided vacation interests, allowing MDT to message interested travelers with highly customized information, discounts and promotions. As we track the activity of these leads with our campaign in the future, we can determine which of our lead generation partners drove the strongest long-term success.

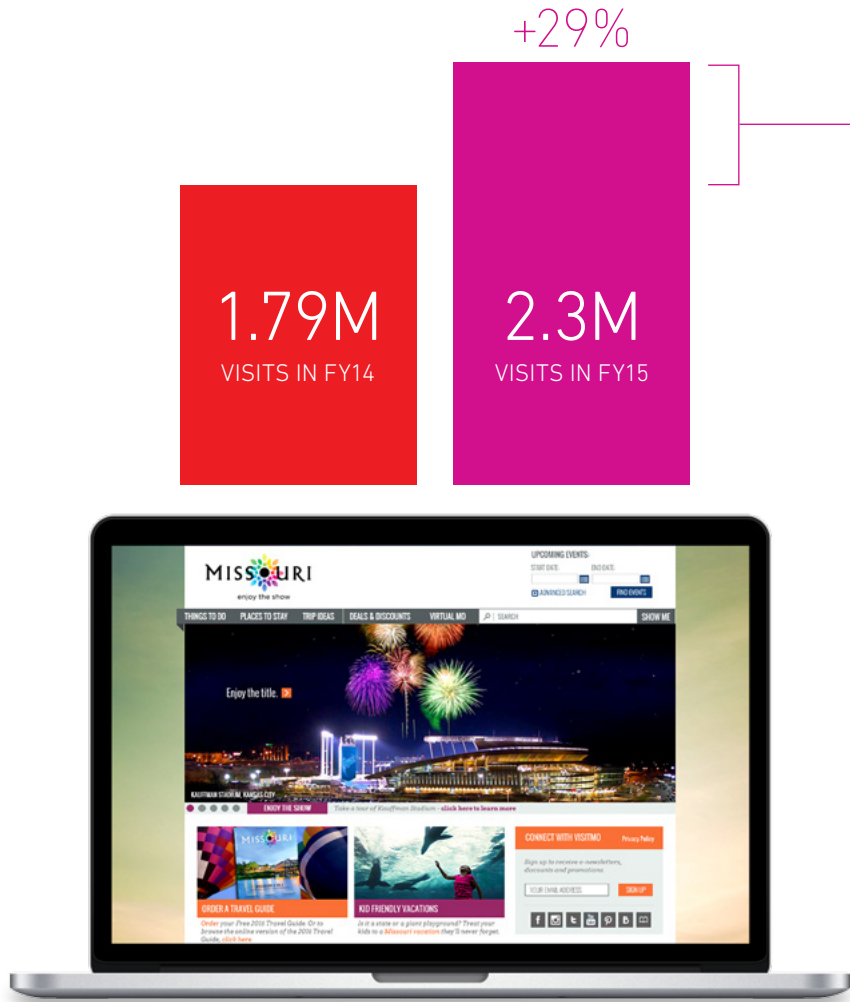
VISITMO.COM

During FY15, VisitMO.com continued to be a focal point of marketing efforts. All forms of advertising (print, digital and television) drove traffic to the site by promoting VisitMO as a planning tool for potential travelers.

As the result of MDT’s marketing efforts and supporting activity on social media, VisitMO saw 2.3 million total site visits (desktop and mobile combined) in FY15. This figure represents a 29 percent increase in total site visits over FY14.

Growth among mobile users played a significant role in the increase, with more than 822,449 visits logged on the VisitMO mobile site – an increase of 69 percent over FY14.

To continually improve the user experience on VisitMO.com, MDT released a new search refinement tool and updated the design of inspirational imagery throughout the site. Strategic efforts were also made to align the look and feel of digital paid media with the refreshed look of VisitMO in order to strengthen recall and brand awareness.



As the result of MDT’s marketing efforts and supporting activity on social media, VisitMO saw 2.3 million total site visits (desktop and mobile combined) in FY15. This figure represents a 29 percent increase in total site visits over FY14.

SPOTLIGHT BLOG FY15

In FY15, MDT’s blog saw a significant increase in traffic due to the addition of native advertising as well as heavy promotion on MDT’s social media outlets, specifically Facebook and Twitter. The Spotlight Blog recorded an impressive 516,426 visits during FY15, a 708 percent increase over FY14.

Another part of the blog’s success is a result of writing partners within the tourism industry. Representatives from chambers of commerce, convention and visitors bureaus, and other tourism organizations around Missouri are frequent contributors to the Spotlight Blog. As a result, they use their respective entity’s social outlets to help drive traffic to the blog, which reinforces MDT’s promotional efforts.

FY15 BLOG VISITS

JUL	8,327
AUG	7,506
SEP	49,490
OCT	18,474
NOV	12,815
DEC	10,064
JAN	17,436
FEB	32,939
MAR	38,194
APR	104,504
MAY	85,999
JUN	130,678








TOTAL 516,426

+708% Due to the addition of native advertising and heavy promotion on MDT’s social media outlets, the Spotlight Blog recorded an impressive 516,249 visits during FY15, a 708 percent increase over FY14.






SOCIAL MEDIA

During FY15, the Missouri Division of Tourism continued to support a two-fold strategy on social media: consumer-facing channels for travelers and fans of Missouri and industry-facing channels for tourism industry members and the media.

Consumer-facing Channels

facebook.com/VisitMO	
Instagram.com/VisitMO	
Twitter.com/VisitMO	
Pinterest.com/VisitMO	
Youtube.com/VisitMO	
flickr.com/photos/PictureMO	
Blog.VisitMO.com	

Industry-facing Channels

facebook.com/MissouriDivisionofTourism	
Twitter.com/NewsVisitMO	
Youtube.com/MoTourismNewsBureau	
flickr.com/photos/MissouriDivisionofTourism	
News.VisitMO.com	

Facebook served as the primary consumer-facing social media platform in FY15. Our goals were to increase the size of the community and increase the overall reach of posted content. The Facebook campaign was a success as the total number of fans increased by 129 percent to 234,485 fans and we reached nearly 25 million people. During FY15, paid advertising amplified the reach of posts and ensured that content continued to be seen by the community despite administrative changes by Facebook, which might have otherwise reduced post visibility.

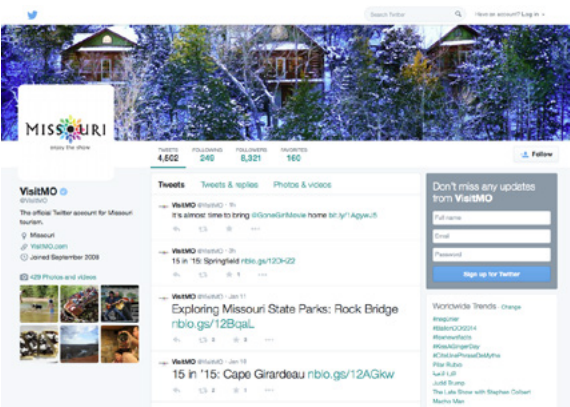
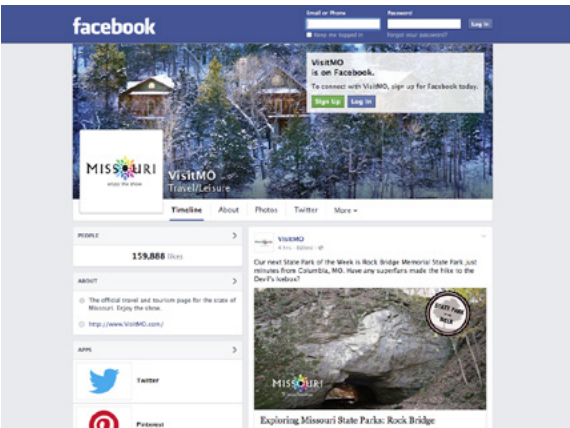
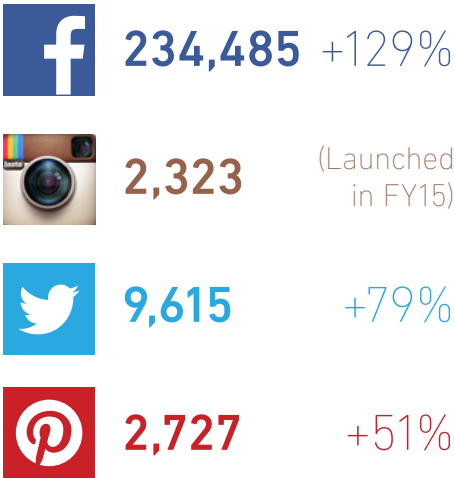
Throughout the year, there was a focus on content that leveraged Missouri as the ideal outdoor destination in the country and an effort to gain fans that displayed interest in outdoor activities was implemented. Additionally, several distinct content themes were developed to increase fan engagement during FY15 including: State Park of the Week, FEAST Fridays, 15 in '15:

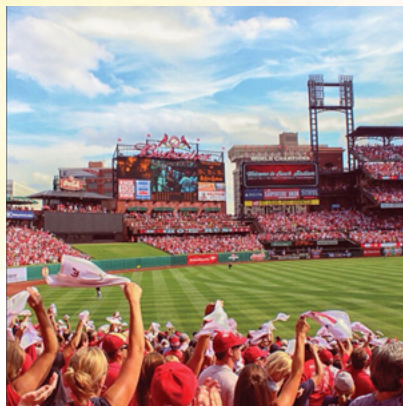
15 Great Things to Do in Missouri in 2015, Did You Know? - Missouri Facts, Missouri Landmarks, Along the Katy Trail, Floating on Missouri's Rivers, Get Ready for Missouri Summer Festivals 2015, Crafted in Missouri, A Parents' Guide to Missouri College Towns, Missouri Fall Festivals 2015, Show-Me Scary Series, Holiday Cheer in Missouri and our Best of Show.

Overall, the social media campaign appeals to Missouri's biggest fans – those who live in the state and those who visit often. By targeting these individuals, they become the spokespeople for Missouri tourism, commenting on posts and sharing content that subsequently increases the reach and credibility of the page. In essence, the page talks about the attractions and activities that drive tourism in the state and the community becomes the advocates and endorsers of the content to their friends.

Additional consumer-facing social media channels included Instagram, Twitter, Pinterest and YouTube. Instagram launched in FY15 and in only a few short months gained more than 2,300 followers. The @VisitMO consumer-facing Twitter account increased its follower count by 67 percent. The Pinterest channel increased followers 55 percent in FY15 and continued to be utilized as a source of content for the email marketing campaign as well as for Facebook and Twitter posts. The VisitMO YouTube channel delivered 464,065 views and 272,256 total minutes watched. Collectively, the social media channels increased brand awareness for Enjoy the Show by reaching both fans and potential travelers on the platforms they use the most throughout the day. In addition to driving conversation about Missouri in social media, the page served as a powerful tool for driving people to VisitMO.com and the Spotlight blog.

VISITMO SOCIAL MEDIA





INSTAGRAM

The Missouri Division of Tourism launched its Instagram account in May of 2015. Among the fastest-growing social media platforms today, Instagram is a photo and video-sharing mobile application with more than 300 million active users. In addition to serving as a destination for outreach to professional photographers, Instagram represents another opportunity to build relationships directly with potential travelers and with social media influencers. In the few short months since its launch, @VisitMO has gained more than 2,300 followers.

In an effort to drive user generated content, the hashtag #MissouriAdventure was utilized to encourage users to share photos from their travels across the state. The best photos were then used as shared content across VisitMO social channels and were integrated into stories on the VisitMO blog. Instagram represents a major area for potential growth of the VisitMO tourism message online and the platform is poised to become our second largest social channel behind Facebook.

OFFICIAL TRAVEL GUIDE

Production of the Missouri Division of Tourism’s highest-circulation print fulfillment piece, the *2016 Official Missouri Travel Guide*, was a focal point of communication staff efforts in FY15.



Each year, MDT’s travel guide is distributed at Missouri’s Official Welcome Centers and Affiliate Welcome Centers, and by chambers of commerce, convention and visitors bureaus, and tourism organizations and businesses statewide.

Additionally, visitors may order the guide directly from the VisitMO.com site and pick it up at any number of trade shows and special tourism-related events, such as the Missouri State Fair.

The 2016 edition supported MDT’s public relations strategy by placing emphasis on Missouri’s outdoor recreation opportunities, though all feature content supported MDT’s overall marketing strategy and the variety message that is prevalent in advertising and outreach efforts.

For the first time since 2006, MDT printed more than 500,000 guides, largely due to direct mail opportunities available in key media markets. Through its advertising agency of record, H&L Partners, MDT entered agreements to deliver more than 280,000 guides directly to consumers in eight different cities: Chicago, Cleveland, Indianapolis, Louisville, Nashville, Cincinnati, Columbus and Frankfort.

In those markets, the *2016 Official Missouri Travel Guide* is mailed directly to consumers who subscribe to various city/regional publications, such as *Chicago Magazine* and *Nashville Lifestyles*.

The *2016 Official Missouri Travel Guide* includes feature stories, photography and advertising designed to inspire travel to the Show-Me State. Thousands of tourism-related businesses from across Missouri are eligible to have free directory-style listings in the guide.

WELCOME CENTERS

In FY15, more than half a million people visited MDT’s Official Welcome Centers. During these stops, visitors gathered information on the state from the materials provided by destinations and attractions and interacted with staff that have completed the Missouri State Travel Counselor Certification Program. These centers offer travelers a safe place to stop, stretch and research travel information, such as weather forecasts, winter road conditions and construction work zones. Picnic, dog walking and playground areas further enhance the visitors’ overall traveling experience.

Customers who visit one of our centers enhance their vacation and recreational choices and generate additional revenue for the state of Missouri. A 2015 research study shows that visitor satisfaction remains high at 99 percent. More importantly, the average welcome center visitor spent \$75 more than the average Missouri visitor. The incremental spending of welcome center visitors was determined to be \$40.9 million.



PROMOTE MISSOURI FUND

MDT partners with qualified Destination Marketing Organizations (DMOs) to advertise and promote the State's many and varied tourism assets. The Division's Promote Missouri Fund program invests in dynamic marketing projects designed to increase visitation and visitor spending.

After the general domestic marketing campaign, the Division's cooperative marketing programs were MDT's second largest annual investment, representing 18.68 percent of the FY15 marketing budget. The goals and executions of the Promote Missouri Fund program are aligned with MDT's overall strategic goals and the marketing tactics outlined in the MDT annual marketing plan.

With the support of the Missouri Tourism Commission, the new Promote Missouri Fund Program was launched July 1, 2014. Funds are distributed among three separate industry programs that are designed to continue the strengths of the established Cooperative Marketing Program; build upon the research, growth market opportunities, and underutilized assets of MDT; and streamline the administrative requirements for efficiency and ease of planning and implementation.

FY15 HIGHLIGHTS

Partnerships play a crucial role in the Missouri travel industry's success by helping leverage limited budgets and extend media buying power. In FY15 MDT awarded \$2.6 million to assist 24 DMOs with 27 high-quality, performance-based projects, generating 3.2 billion consumer impressions.

• **Marketing Matching Grant** – The Marketing Matching Grant program is designed to increase visitation and tourism spending in Missouri. Approved DMO media projects are reimbursed up to 50 percent. The media buying leverage provided through media placement by the Division's advertising agency of record, coupled with the match of state funds, provides meaningful financial incentive to participants and a significant economic benefit to the State of Missouri.

• **Marketing Platform Development** – The Marketing Platform Development is a program for one-time marketing platform investments that will be used beyond the fiscal year of the initial investment. Approved projects are reimbursed up to 50 percent. Eligible projects include those that provide for improvement, expansion, or creation of tourism marketing programs and projects designed to increase tourism from outside the area for greater economic impact.

• **Collective Marketing Initiative** – Through the Collective Marketing Initiative, the Division of Tourism offers partners a broad menu of subsidized print and digital marketing opportunities. Participants receive the benefits of strength through a unified message, better ad positioning, media outlets with increased reach, the potential to run larger ad sizes, and financial savings.

Additional Promote Missouri Fund information can be viewed at Industry.VisitMO.com.

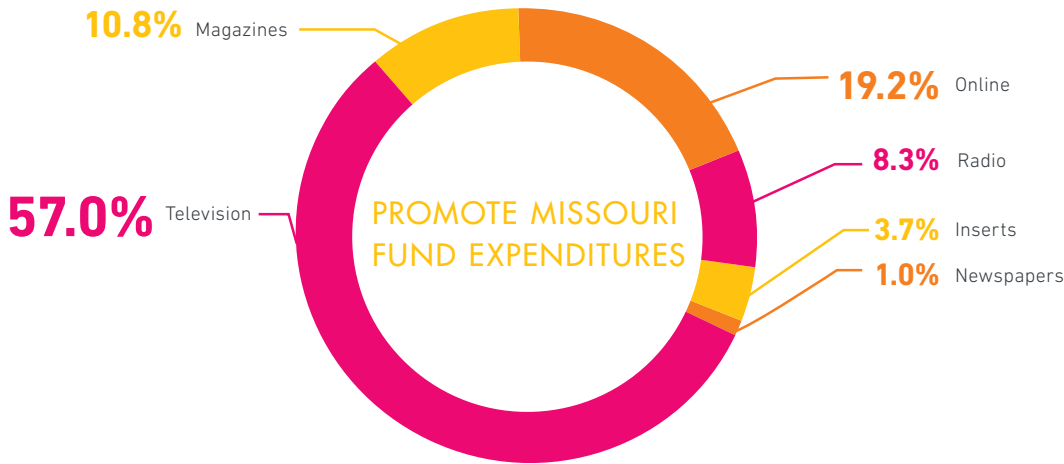
Following the completion of each funded project, participants submit summary reports assessing the outcome of the funded marketing activities. These outcomes are compiled and analyzed in the Program Summary Report, which may be viewed at Industry.VisitMO.com.

This chart shows the actual percentages expended in the Marketing Matching Grant by media type.

MARKETING MATCHING GRANT AWARDS

The funding amount available to a certified Destination Marketing Organization (DMO) is determined by the certification level of the countywide DMO. Detailed information on the funding types and categories can be found in the "Promote Missouri Fund Guidelines," which may be viewed at Industry.VisitMO.com.

DMO NAME	COUNTY DESIGNATIONS	AWARDS
Branson/Lakes Area Chamber of Commerce/CVB	Taney	\$415,000
St. Louis CVC	St. Louis City/St. Louis County	\$415,000
Visit KC	Jackson/Clay	\$415,000
Springfield CVB	Greene/Polk/Christian	\$400,000
Lake of the Ozarks Tri-County Lodging Association	Camden/Miller/Morgan	\$255,000
Table Rock Lake Chamber of Commerce	Stone	\$170,000
City of St. Charles Tourism Department	St. Charles	\$169,905
City of Columbia CVB	Boone	\$84,456
Buchanan County Tourism Board d/b/a St. Joseph CVB	Buchanan	\$67,500
Carthage CVB	Jasper	\$44,813
Cape Girardeau Chamber of Commerce/CVB	Cape Girardeau	\$44,330
City of Hannibal CVB	Marion/Ralls	\$35,561
City of Lebanon	Laclede	\$30,735
Jefferson City CVB	Cole	\$22,412
Washington Area Chamber of Commerce	Franklin	\$15,000
Pulaski County Visitors Bureau	Pulaski	\$12,509
City of Sikeston d/b/a Sikeston CVB	Scott	\$11,965
Moberly Area Chamber of Commerce	Randolph	\$8,000
City of Ste. Genevieve Tourism Department	Ste. Genevieve	\$6,000
Marshall Chamber of Commerce	Saline	\$4,000
Kirksville Area Chamber of Commerce	Adair	\$1,498
Total Award		\$2,628,684



MARKETING PLATFORM DEVELOPMENT GRANT AWARDS

In this category, matching grants are available to certified DMOs within counties designated county tourism levels 0-4.

DMO NAME	COUNTY DESIGNATIONS	AWARD
Kirkville Area Chamber of Commerce	Adair	\$2,825
City of Ste. Genevieve Tourism Department	Ste. Genevieve	\$5,000
Total Award		\$7,825

CIVIL WAR 150 PROMOTION AWARDS

In conjunction with the Promote Missouri Fund, the Civil War 150 Promotion provided matching funds for performance-based marketing projects designed to increase exposure and attendance at Missouri Civil War 150 events and attractions.

ORGANIZATION NAME	COUNTY	AWARDS
Arcadia Valley Chamber of Commerce	Iron	\$4,483
Mark Twain Home Foundation	Marion	\$3,926
Eminence Area Arts Council	Shannon	\$2,012
Total Awards		\$10,421

PARTNERSHIPS



SEM PARTNERSHIP PROGRAM

The Division of Tourism’s SEM Partnership Program provides the opportunity for a coordinated strategy in the implementation of pay-per-click search engine marketing for the Division and our DMOs throughout Missouri.

PARTNERS	COUNTY	MATCHING FUNDS
Branson/Lakes Area Chamber of Commerce/CVB	Taney	\$18,000
Buchanan County Tourism Board d/b/a St. Joseph CVB	Buchanan	\$18,000
City of St. Charles Tourism Department	St. Charles	\$18,000
Jefferson City CVB	Cole	\$18,000
Lake of the Ozarks Tri-County Lodging Association	Miller/Morgan/Camden	\$18,000
Sedalia Convention and Visitors Bureau	Pettis	\$18,000
Visit KC	Jackson/Clay	\$18,000
Cape Girardeau Chamber of Commerce/CVB	Cape Girardeau	\$12,900
City of Hermann Tourism	Gasconade	\$12,000
City of Hannibal CVB	Marion/Ralls	\$10,800
Joplin CVB	Jasper	\$10,000
Lake of the Ozarks Golf Council	Miller/Morgan/Camden	\$7,650
Pulaski County Visitors Bureau	Pulaski	\$5,600
City of Ste. Genevieve Tourism Department	Ste. Genevieve	\$2,750
Washington Area Chamber of Commerce	Franklin	\$2,500
Total		\$190,200

SPORTS MARKETING

MDT encourages economic development through the promotion and recruitment of sporting events across the state involving amateur, collegiate and professional sports organizations. The Division invested \$15,000 and partnered with nine statewide industry partners to participate in TEAMS, the annual sports marketplace conference held in Las Vegas, Nev. in October 2014. Partner communities report strong results and MDT is exploring the expansion of our investment in this growing market.

GROUP TOUR

Group travel remains an important part of MDT's marketing efforts. Through Legacy Dimensions, our contracted travel trade consultant, MDT continued to market to professional travel planners who package vacation opportunities to include air and ground transportation, hotel accommodations, meals and attraction and event admissions. This segment of the industry includes the traditional group model of fixed itineraries for a group traveling by motor coach, as well as more customized opportunities.

MDT's efforts in this arena include attending trade shows to network with travel planners and disseminating the leads generated from those shows to our industry partners, so that they too can begin to build relationships with these all-important travel planners. Participation in the shows allows for meeting with large numbers of planners in one setting. Suppliers had an opportunity to reconnect with those planners with whom they have established business relationships while building new relationships with planners looking for fresh product to add to their inventory.

Each lead from a show has the potential to bring groups of up to 54 people per coach to the state. The most recent research shows that motor coach groups spend approximately \$22,000 per motor coach. More than 200 leads were generated for domestic group tour opportunities in FY15.

In July 2014, Missouri became the 12th member of Travel South USA (TSUSA), a regional destination marketing organization (DMO) composed of the southern states. TSUSA markets the region, both domestically and internationally, and combines the budget dollars of the partners in order to be able to expand the reach of the region beyond what any one state could do on its own.

In FY15, MDT attended the following trade shows and conducted the following sales missions:

- The **Student Youth Travel Association**, known as SYTA, is a professional trade organization that promotes student and youth travel. It is comprised of tour operators, travel agencies

and suppliers that cater to those who plan travel for young people. MDT attended in FY15 and generated 27 business leads, while also helping to build excitement for the show coming to Branson in August 2015.

- St. Louis welcomed the delegates to the **American Bus Association (ABA)** convention in January 2015. ABA is the largest motor coach organization in North America and focuses on motor coach operators and tour companies in the U.S. and Canada. Following a successful marketplace, MDT generated 42 business leads from the show and hosted both pre- and post familiarization tours, where buyers were escorted to various Missouri destinations to provide them firsthand knowledge of product opportunities for their inventories.
- The **National Tour Association (NTA)** hosts its convention each year for travel professionals planning trips to, from and within North America. MDT distributed 32 business leads to the Missouri tourism industry following the show.
- **Select Traveler**, formerly known as Bank Travel, brings together the nation's bank, chamber and alumni loyalty program directors. This show produced 31 business leads.
- Missouri's travel and tourism industry targets planners working with regional bank travel clubs through its own show, **Missouri Bank Travel Exchange**. This show is produced by the Missouri Travel Council and generated 11 business leads.
- A group of tour operators from the U.S. and Canada joined together to form **Travel Alliance Partners (TAP)**. This member-owned organization limits the number of suppliers that can participate in its annual show, called the TAP Dance, guaranteeing quality appointments. This show produced 30 business leads.
- MDT and our industry partners were able to participate in our first **Travel South Domestic Showcase** in March 2015. This new opportunity generated 24 business leads.
- After a hiatus, MDT participated in the **International Motorcoach Group** conference and generated 31 business leads.

TSUSA ULTIMATE AD CHALLENGE

TSUSA also hosts the Ultimate Ad Challenge during the Domestic Showcase. This cooperative advertising event brings eight media outlets to the show to present specially crafted marketing opportunities to the 12 partner states. Each outlet has 30 minutes to present its media package and at the end of four hours, the states make their

selections. The outlets go above and beyond to sharpen their pencils and put together creative offerings not available elsewhere. The packages also include events, social media campaigns and other extras to create added value enticements to the states.

INTERNATIONAL

International travelers are a growing group that's discovering the variety in Missouri, as an estimated 400,000 foreign travelers from 178 countries visited the state in 2014 – an increase of 7.5 percent. Although they make up a small percentage of overall visitors, international travelers to Missouri have a tendency to stay longer and spend much more (\$774 per trip vs. \$281 per trip) than domestic travelers.

MDT continued its partnership with **Brand USA (BUSA)**, the public-private destination marketing organization established at the federal level by the Travel Promotion Act in 2010. This partnership played an integral role in helping Missouri reach international visitors.

BUSA provides a suite of products from which destinations can choose based on their needs and target markets. BUSA's targeted marketing and advertising drives traffic to the Discover America website, where visitors find state and city pages containing video, articles and links to further information.

As a part of the BUSA partnership, MDT coordinated the Missouri portion of a Mega FAM with VisitKC in May, which brought nine travel agents from the U.K. for three days before they moved on to Kansas and Oklahoma.

In addition to the BUSA partnership, MDT participated in the **U.S. Travel Association's IPW** (formerly International Pow Wow) held in early June. This show, which allowed MDT to meet with inbound international tour operators and receptive operators, generated 28 leads.

Mississippi River Country (MRC) is a consortium of 10 states along the Mississippi River that market the Great River Road domestically and to the Japanese market. MDT's director, serving as chairman of the

MRC, participated in the MRC booth at the JATA tourism expo in Tokyo in September 2014, where she met with tour operators and media wanting to learn more about travel to the Mississippi River states and Missouri. In June, MDT began plans for hosting a familiarization tour for Japanese writers in FY16.

Travel South USA

MDT's membership in Travel South also offered opportunities to partner on international outreach. Again, the combined power of targeting this market as a group expands everyone's reach. TSUSA works closely with Brand USA to make the most of those cooperative programs.

In September of 2014, Legacy Dimensions participated in a U.S. based receptive operator mission. This outreach resulted in 14 business leads.

In December 2014, MDT and a delegation of Missouri destinations participated in TSUSA's International Showcase in New Orleans. Following the show, MDT distributed 40 business leads.

Ontario Motorcoach Association (OMCA)

After a hiatus, MDT returned to OMCA in Ottawa, Canada in December 2014. MDT generated 20 business leads from this show.

Discover America Days Canada

MDT attended shows in Montreal and Toronto, meeting with travel agents and generating 16 business leads.

West Coast Receptive Tour Operator Mission

MDT and the St. Louis CVC visited six receptive operator companies in June 2015. These meetings provided information on what Missouri product currently is being sold, what travelers are looking for and what MDT can do to increase business in the coming years.

PUBLIC RELATIONS

MEDIA TRACKING

The total advertising equivalency for FY15 was approximately \$15.4 million. Monthly and quarterly values are found in the table at the right. Below is a brief overview of some of the top media clips from FY15.

FY15 ADVERTISING EQUIVALENCY MONTHLY/QUARTERLY

\$616,153.58	JUL	2014
\$1,051,705.63	AUG	
\$1,110,846.51	SEP	
\$2,778,705.72	Q1	
\$1,236,528.84	OCT	2014
\$484,922.42	NOV	
\$338,168.68	DEC	
\$2,059,619.94	Q2	
\$335,864.46	JAN	2015
\$416,793.81	FEB	
\$1,006,602.42	MAR	
\$1,759,260.69	Q3	
\$1,259,080.18	APR	2015
\$1,056,344.41	MAY	
\$6,513,002.74	JUN	
\$8,828,427.33	Q4	
\$15,426,013.68	TOTAL	

PREMIUM MEDIA CLIPS

DATE	MEDIA OUTLET	ARTICLE TITLE
7.24.14	Trekaroo.com	Top Ten Things To Do in Missouri For Families (various attractions/destinations)
8.28.14	TravelChannel.com	15 Relaxing Fall Getaways (Katy Trail)
10.24.14	Travel+Leisure	20 Ideas for the Perfect Romantic Fall Getaway (Missouri Wine Country)
2.8.15	Southwest Times Record (Ft. Smith, Ark.)	Missouri Offers Romantic Getaways In Time For Valentine's Day (various attractions/destinations)
2.17.15	USATodayTravel.com	Made in the Ozarks: 40 original flavors of the region (Branson, Springfield)
3.17.15	High50.com	Missouri Travel Tips: The Best Of The State's Barbecue, Sports, World-Class Art And Fine Dining (various)
4.16.15	Today Show/Today.com	Four Great Road Trips to Take This Spring (Route 66 in Missouri)
4.28.15	Weather Channel/ Wake Up with Al	Road Trips You Must Take This Spring (Communities along Missouri River)
5.23.15	St. Louis Post-Dispatch	From fine dining to gorgeous spas, Branson caters to upscale traveler
6.24.15	Fort Worth Star-Telegram (Texas)	The Arch is Only the Beginning in St. Louis



COMMUNICATIONS PARTNERSHIPS

Tom Uhlenbrock

The Missouri Division of Tourism collaborates with writer Tom Uhlenbrock to augment print and digital-content libraries. Uhlenbrock, a former staffer at the St. Louis Post-Dispatch and current employee of the Division of State Parks, writes stories and provides photography for the VisitMO Spotlight Blog and for VisitMO.com.

In 2015, Uhlenbrock's work was featured weekly through a year-long campaign designed to promote Missouri State Parks and Historic Sites. His "State Park of the Week" stories offered insights about the history of and amenities available at various parks and historic sites. MDT promoted Uhlenbrock's stories on its VisitMO Facebook page, and those promotional efforts reached more than 4.3 million people between Jan. 1-June 30, 2015.

Scott Pauley

From helping lead media tours to working at sport and outdoor shows, Scott Pauley exhibits a variety of skills and expertise in his role as MDT's outdoor marketing expert. As a professional fisherman, Pauley is uniquely equipped to support outdoors-focused media members who contact MDT for assistance with stories, trip planning and in-state visits.

In FY15, Pauley represented MDT at outdoors events in Missouri, Nebraska and Iowa, connected with journalists at media events in Missouri and Alabama, provided guide services for writers who attended media tours at Lake of the Ozarks, Stockton Lake, and Lake Taneycomo, and authored fishing and travel destination advice stories.



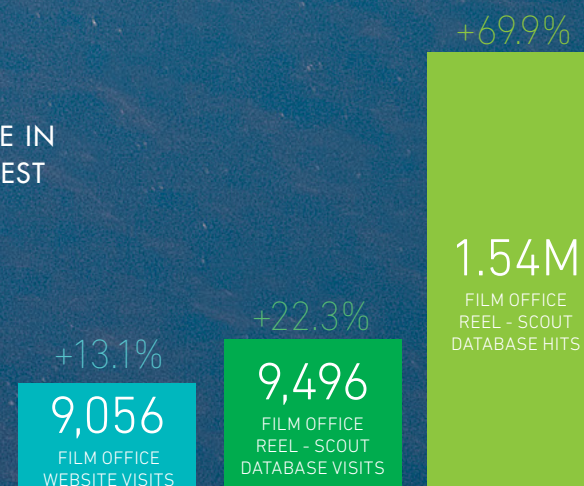
MISSOURI FILM OFFICE

The Missouri Film Office, a part of the Division of Tourism since 2011, works to develop, coordinate and market the film and digital creative media industry and related activities in Missouri. The Film Office serves as the official central point of contact for all statewide inquiries including film, TV shows/segments, commercials, web content, and digital media. The office keeps current a state-wide database of skilled workers, special equipment operators and support service companies and maintains and markets a large photo database of diverse filming locations across the state. All resources can be found at www.MoFilm.org.

In FY15, the Film Office assisted in 154 projects. They included the feature film "American Honey" starring Shia LaBeouf, which shot partially in Kansas City and "The Layover," directed by William H. Macy and starring Kate Upton, which shot partially in St. Louis.

FY15 online interest increased substantially over FY14:

FY15 INCREASE IN
ONLINE INTEREST
OVER FY14



The Film Industry is thriving in Missouri, with 15 film festivals held annually and 38 film and digital media programs at Missouri colleges and universities.

In partnership with the Missouri Motion Media Association, the Film Office launched a new program to encourage more Missouri stories in film and television. The Missouri Stories Scriptwriting Fellowship is an open competition for film and TV pilot scripts set in Missouri. In FY15 the program received 52 submissions. The three finalists, all St. Louis based writers, attended a three day Fellowship with Hollywood mentors held in Rocheport, in February 2015. The mentors for the first year were Bob Gale ("Back to the Future"), Kathleen McGhee Anderson ("Lincoln Heights") and Philip LaZebnik ("Prince of Egypt"). The Missouri Film Office will hold the Fellowship again in FY16.



TOURISM'S LEGACY

1993 — House Bill 188 passed. It created a funding mechanism, becoming a national model, for a dependable revenue source for the Division of Tourism. This legislation set aside a percentage of tourism-generated tax revenue for further tourism promotion, while requiring no tax increases. Received an Odyssey Award for support of the passage of HB 188 – presented by the Travel Industry Association of America for tourism awareness.

1995 — MDT began the performance-based Cooperative Marketing Program, affording the Division the opportunity to partner with certified, not-for-profit destination marketing organizations, on a dollar-for-dollar basis, for qualified tourism marketing projects.

1998 — Legislation passed to extend the MDT's supplemental funding source through 2004.

1999 — Received a Creativity Award for Marketing and Promotion in a Niche Market, from the National Council of State Tourism Directors (NCSTD). Chris Jennings, MDT's Director, was elected Chairman of the NCSTD. Chris Jennings named NCSTD State Tourism Director of the Year.

2000 — Received a Mercury Award for creativity in television advertising from the NCSTD. Lt. Governor Roger Wilson was inducted into the Missouri Tourism Hall of Fame. Sen. Emory Melton Legislative Award presented to Joel Pottinger, Director of the Lake of the Ozarks CVB. Chris Jennings re-elected Chairman, NCSTD.

2001 — FY94 base appropriation was paid back. A provision in HB 188 stipulated the original FY94 base appropriation was to be paid back to the state by 2004. MDT paid it off three years early. Gov. Mel Carnahan was inducted into the Missouri Tourism Hall of Fame. Sen. Emory Melton Legislative Award presented to Kirk Hansen, PR Director, Fantastic Caverns.

2002 — Odyssey Award, from the Travel Industry Association of America, was presented to MDT for its international advertising campaign. Don Morrison, TWA, inducted into the Missouri Tourism Hall of Fame. Sen. Emory Melton Legislative Award presented to Sen. Sidney Johnson.

2003 — HB 1620 extended the sunset clause of HB 188 through the year 2010. Sam Allen, former tourism director of the Lebanon Convention and Visitor Center, inducted into the Missouri Tourism Hall of Fame. Sen. Emory Melton Legislative Award presented to Rep. Ken Fiebelman.

2004 — Received a Mercury Award for technical marketing from NCSTD. Received an Odyssey Award from the Travel Industry Association of America for MDT's cultural advertising campaign. Sen. Doyle Childers inducted into the Missouri Tourism Hall of Fame. Sen. Emory Melton Legislative Award presented to Sen. John Russell.

2005 — Joel Pottinger, Director, Lake of the Ozarks CVB, inducted into the Missouri Tourism Hall of Fame. Sen. Emory Melton Legislative Award presented to Lt. Governor Joe Maxwell.

2006 — Received a Mercury Award for creativity in radio advertising from NCSTD. Marci Bennett, Executive Director, St. Joseph CVB and MACVB, inducted into the Missouri Tourism Hall of Fame. Sen. Emory Melton Legislative Award presented to Dale Amick, Legislative Consultant, Missouri Travel Council.

2007 — HB 205/SB 376 extended the sunset clause of HB 188 to the year 2015. Former State Representative Herb Fallert inducted into the Missouri Tourism Hall of Fame. Sen. Emory Melton Legislative Award presented to Chip Mason, Director of Government Relations, Herschend Family Entertainment. Dee Ann McKinney received the 2007 TTRA President's Award.

2008 — Pat Amick, Executive Director, Missouri Travel Council, inducted into the Missouri Tourism Hall of Fame. Sen. Emory Melton Legislative Award presented to Gary Figgins, Publisher, Show-Me Missouri Magazine. MDT introduced the Missouri Jewels Program, designed to assist emerging tourism destinations in developing an effective, robust marketing program.

2009 — Received a Gold Adrian Award for the "Stay Close" advertising campaign, presented by the Hospitality Sales and Marketing Association International (HSMIA). Received a Ranly Award for the Best Entire Issue for the 2009 Official Missouri Vacation Planner from the Missouri Association of Publications. Gene and Eleanor Maggard, owners of Akers Ferry Canoe Rental and Campgrounds, inducted into the Missouri Tourism Hall of Fame. Sen. Emory Melton Legislative Award presented to Sen. John Griesheimer. Dee Ann McKinney, MDT's Research Manager, was elected President-TTRA.

2010 — Received three Gold Adrian Awards from HSMIA: for the VisitMO.com/ideas website; the overall "Stay Close" advertising campaign; and Synched Web banners. Kirk Hansen, PR Director, Fantastic Caverns, inducted into the Missouri Tourism Hall of Fame. Sen. Emory Melton Legislative Award presented to Rep. Maynard Wallace. Dee Ann McKinney, MDT's Research Manager, was elected Chairman of the Board-TTRA.

2011 — Received a Platinum Adrian Award for the "Don't Take Less of a Vacation, Take a Vacation for Less in Missouri" advertising campaign, presented by HSMIA. Received Gold Adrian Awards from HSMIA for MDT's fishing and skiing television commercials. VisitMO.com received a B2 Award of Excellence from the Business Marketing Association (BMA) for results and design. Pat Jones, philanthropist, inducted into the Missouri Tourism Hall of Fame. Sen. Emory Melton Legislative Award presented to Tracy Kimberlin, President/CEO, Springfield CVB.

2012 — Katie Steele Danner assumed chairmanship of Mississippi River Country. Maureen Rone was inducted in the Missouri Tourism Hall of Fame. Rep. Don Ruzicka received the Sen. Emory Melton Legislative Award.

2013 — Received one Platinum Adrian Award, six Gold Adrian Awards, one Silver Adrian Award and three Bronze Adrian Awards from HSMIA for Enjoy the Show advertising campaign. Dee Ann McKinney, MDT's research manager, received the 2013 Missouri State Employee Award of Distinction for Public Service and the 2013 TTRA President's Award. Rep. Don Phillips was successful with his sponsorship of HB 316 which ensures Missouri's tourism funding mechanism will not sunset until the year 2020.

2014 — Missouri hosted the inaugural Legends of Golf PGA tournament at Top of the Rock Golf Course in Branson. MDT joined Travel South USA, a regional cooperative that promotes travel to the southern United States. MDT rolled out the Promote Missouri Fund, a streamlined cooperative marketing program. John L. "Johnny" Morris inducted in Tourism Hall of Fame. Rep. Anne Zerr awarded the Sen. Emory Melton Award for her work promoting full funding of MDT.

2015 — Received a Gold Adrian Award from HSMIA for the Pandora internet radio campaign. The Sen. Emory Melton Legislative Award was presented to Rep. Lincoln Hough. Former MDT Director Katie Steele Danner was inducted into the Missouri Tourism Hall of Fame.

2015 MISSOURI TOURISM AWARDS

Presented at the annual Governor's Conference on Tourism

HALL OF FAME

Tourism's highest honor, this recognition is given to the person who has supported and made outstanding contributions to Missouri's tourism industry for at least 10 years, while leaving a lasting, positive impression on the state's economy.

Recipient: **Katie Steele Danner**

SEN. EMORY MELTON LEGISLATIVE AWARD

This award is presented to a legislator or tourism industry leader who works closely with the legislative process to promote the value of the tourism industry.

Recipient: **Rep. Lincoln Hough**

AMBASSADOR AWARD

This award is given to the person who supported the promotional efforts of Missouri's attractions through involvement with MDT projects, providing publicity that helps travelers better enjoy their Missouri experience.

Recipient: **Amy Supple, Director, Greater Chillicothe Visitors Region**

MARKETING CAMPAIGN AWARD

This award recognizes achievement in integrated marketing campaigns leading to increased visitation.

Recipient: **Nelson-Atkins Museum of Art, Kansas City**

NAVIGATOR MEDIA AWARD

This award is given to a media entity that has demonstrated outstanding support and promotion of Missouri tourism through stories and images.

Recipient: **Rural Missouri, Jefferson City**

SPOTLIGHT AWARD

This award recognizes an individual, business or organization not usually considered part of the tourism industry for noteworthy contributions spotlighting Missouri as a destination.

Recipient: **Missouri State Penitentiary Tours, Jefferson City**

PATHFINDER AWARD

This award is presented to trailblazing marketers who successfully promote and build niche markets.

Recipient: **Angela da Silva, St. Louis**

INNOVATOR AWARD

This award is given to smaller tourism entities that achieve great results with small budgets.

Recipient: **Lake of the Ozarks Air Show**

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